

Ashton Woods | Marketing Performance & Attribution



PROBLEM STATEMENT

Ashton Woods is an award-winning luxury home builder that's currently focused on sales growth and building brand awareness.

They partnered with Search Discovery to implement SEO and Media strategies to increase qualified leads, opportunities, and sales, while decreasing CPL. Together, we prioritized reducing wasted spend on marketing efforts in order to drive down the cost per sale.

Ashton Woods also needed greater insight into the performance of its marketing, and they wanted to be able to better attribute impact to channel tactics.

SOLUTION

Search Discovery increased the efficiency of search, display, SEO, and social campaigns directing traffic to their website, both for promotional campaigns and for evergreen efforts. SEO efforts consisted of onsite, technical, and local strategies.

We also supplemented with advanced analytics to enhance how we attribute performance and measure successes.

We increased investment in channels and tactics that drive quality leads and convert to sales at a higher rate.

We decreased investment in expensive leads to drive lower cost per sale.

BUSINESS IMPACT

These efforts generated more traffic on the site, increased brand awareness & qualified leads, and have resulted in spending 9% more in FY20 than FY19, while driving **62% more primary leads.**

In the past year alone, these efforts drove:

27% more traffic to the site

34% increase in organic leads YoY

14% reduction in CPC

33% reduced cost per lead

